



December 2, 2003 Stakeholder Workshop

COMMUNITY VISION

Consultant Facilitation

Public Participation Process

Stakeholder Workshop

Public Meeting

Individual Stakeholder Meetings

Community Vision

Consultant Facilitation

In order to arrive at community consensus and a vision for the future of the HemisFair site, consultants were engaged. Facilitation of the public input process and development of a conceptual design was provided by the firm of Gould Evans Associates P.L.L.C. The analysis of the site transportation and parking needs was provided by Carter Burgess. The scope of work for each firm is identified as follows:



Facilitation/Conceptual Design

- *Facilitate Stakeholder Workshop/Public Meeting*
- *Prepare summary report of findings*
- *Provide conceptual design services*
- *Assist staff in developing design criteria for open space*
- *Develop conceptual plan*



Transportation/Parking

- *Provide staff with technical support and analysis related to vehicular and pedestrian transportation/parking/linkage issues*
- *Acquire all necessary input data - traffic/transit/pedestrian demands*
- *Estimate future travel demands through the year 2020 and develop improvement alternatives*
- *Estimate parking demand for area based on proposed area uses and recommend strategies to address parking needs/issues*

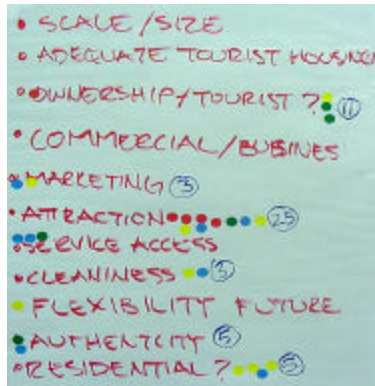
Facilitation led by Gould Evans

Public Participation Process

Several types of input were desired in order to elicit the appropriate level of public response required to adequately address the needs of stakeholders, adjacent neighborhood residents and San Antonio at-large community members. The planning for the public participation process began in November 2003, and continued through February 2004. The process was accomplished through three components - a Stakeholder Workshop, a Public Meeting, and a series of Individual Meetings in response to stakeholder and public inquiry.

Stakeholder Workshop

The first component of the public participation process, the Stakeholder Workshop, was held on December 2, 2003 at the Henry B. Gonzalez Convention Center. The workshop, facilitated by Gould Evans Associates, with focus group facilitation assistance from City of San Antonio staff, was attended by approximately 90 invited stakeholders, representing a broad range of interests, including HemisFair Park tenants and institutions, downtown organizations, nearby neighborhood associations, adjacent property owners, and public interest groups. The purpose of the initial Stakeholder Workshop was to solicit and receive input from specific stakeholders on a variety of issues, desires, goals, and priorities.



Visioning Exercise - rankings

Visioning Session

The initial session in the Stakeholder Workshop consisted of a visioning exercise, where stakeholder participants were asked to identify 1) a future vision for the park area, and 2) specific issues that were of current or future concern given any future development of the site.

At the conclusion of the exercise, the identified items were ranked by the workshop participants in the order of importance utilizing a system of "dots;" the items of most importance were determined by the number of dots green received. Listed below are the items which were identified as the most important by stakeholders

Future vision for the HemisFair Park area

1. Music, theaters, gallery art, SA museum, Wood Building
2. Restoration of historic street grid
3. River extension
4. Families
5. Minimize commercialization vs. park use
6. Major public artwork
7. Beautifully kept gardens
8. Architectural definition of edge
9. Universal access
10. Connection to historic San Antonio
11. Housing

Issues of concern for future development

1. Protect open space/park
2. Historic building maintenance
3. Parking
4. Overall identity
5. Attraction
6. Recreational opportunities/activities
7. Neighborhood connections
8. Connection with adjacent venues
9. Infrastructure
10. Access
11. Public art

Focus Groups

At the conclusion of the Stakeholder Workshop visioning exercise, the consultants categorized the prioritized vision concepts and concerns into five key areas for the purpose of providing a basis from which to begin more detailed discussion within individual focus groups. During the second Stakeholder Workshop session, the participants were divided into eight focus groups, assuring a diverse representation within each group. Led by a facilitator, the focus groups discussed the five identified key areas in detail and prepared a summary of the group's discussion. At the completion of the focus group session, the workshop participants reassembled as a group and the summaries were presented. The five key issues and brief summary statement representing all the focus group sessions are as follows:

1. Circulation and Infrastructure

Integrate regional circulation; provide linkages to Tower/Institute; provide internal smaller-scale transit; address Convention Center and river access; maximize parking through structures, eliminate surface lots

2. Culture and Arts

Enhance and place emphasis on blend of art and culture into park; adaptive reuse opportunities for arts; establish public art, commercial artisan nodes; promote outdoor entertainment and activities



Focus groups sessions

3. Open Space and Parks

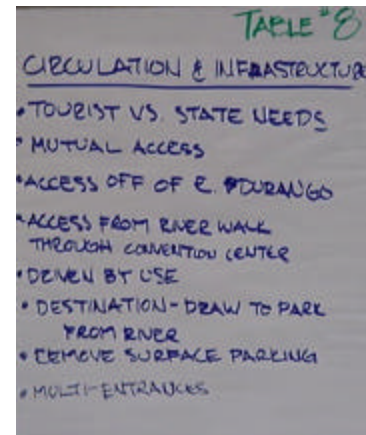
Protect and expand open space through strategic building removal and parking relocation; provide family activities/jogging and walking trails

4. Urban Design and Connections

Integrate uses; improve pedestrian connections at street/river levels; explore building reuse; remove parking or place underground; need design guidelines; address scale of Convention Center; provide linear water feature; explore housing on Durango

5. Identity and Attraction

Marketing/graphics/signage crucial; integrate Convention Center; establish market evaluation/feasibility for historic structures; need local ownership of local park, not tourist attraction; program/focus on existing attractions; enhance cultural statement; identify development phasing strategies



Focus group findings



Workshop voting, reporting out

Alternative Plan Presentation

After the focus group summary presentations concluded, the Stakeholder Workshop session was recessed for approximately six hours. During that time, the consultants convened to review site context issues and summary statements from each of the stakeholder focus groups, and determined that four design concept alternatives could be developed in response to the focus group comments.

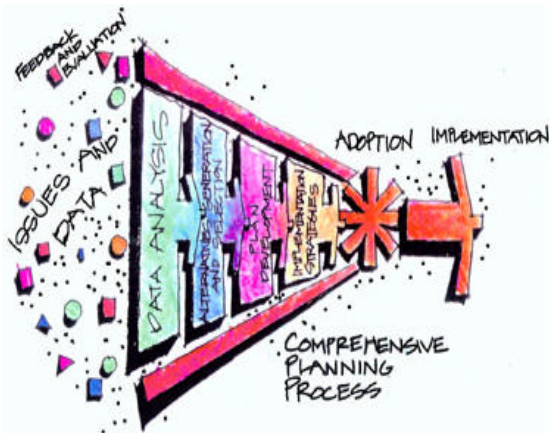
These alternatives allowed the consultants to explore various uses of the site and how different types of facilities might best be located on the site. In addition, the team explored ways in which the park could be linked to other elements and key attractions of the city.

The stakeholder participants were then invited back to review the various alternative plans. After each alternative concept was presented, participants had the opportunity to “vote” on plan elements. Through the voting process, a “red/green dot” exercise, elements of all the plans were identified as either positive (green - explore in greater depth), or negative (red - not considered suitable as park activities).

The four alternatives, corresponding concept features and results of the voting process (see Appendix B), were used by the consultants to establish a set of “Guiding Principles” that would be used to frame the discussion for the public meeting. These principles include the following:

GUIDING PRINCIPLES

- | | |
|-------------------------------------|-----------------------------------|
| 1) Importance of Open Space | 6) Parking at edges |
| 2) Family/children activity anchors | 7) Historic structures protection |
| 3) Wayfinding system | 8) Best future use identification |
| 4) Improved connection to ITC | 9) Regional Visitor Center |
| 5) Linkages to neighborhoods | |



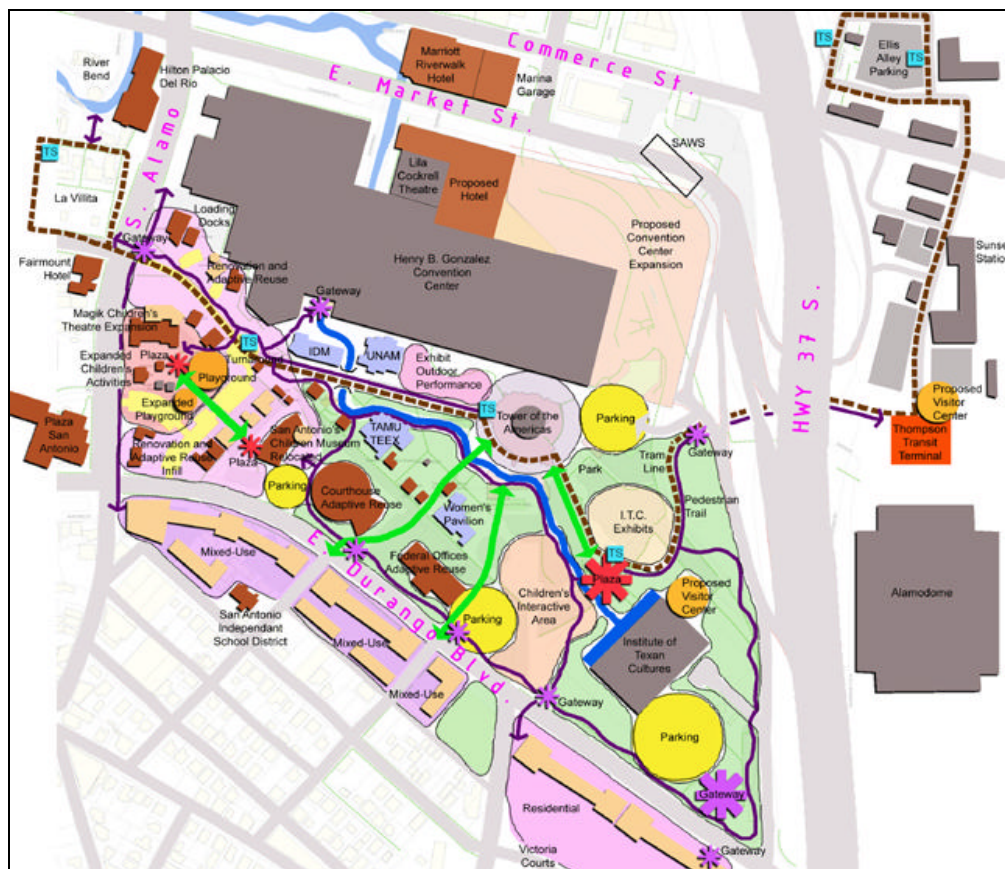
Graphic: Gould Evans Associates

Public Meeting

A public meeting was hosted on January 7, 2004, again at the Henry B. Gonzalez Convention Center, to elicit commentary on the Stakeholder Workshop results. The meeting notification received significant media coverage, in addition to notification provided by City staff. This was the first opportunity for citizens who had not participated in the Stakeholder Workshop, to be provided information on the workshop results. The meeting was held as a single group forum, facilitated by Gould Evans Associates. Approximately 150 stakeholders and other interested individuals and representatives from many organizations and neighborhood groups, came to provide input on a more refined solution.

The consultants facilitated the meeting by providing the attendees the results of the Stakeholder Workshop Guiding Principles. A Concept Plan (see below) was then presented to attendees to graphically support the principles, in terms of Plan Elements which included Activity Anchors, Gateways, Parking, Open Space, Linkages and Marketing.

Community Vision Concept Plan Presented on January 7, 2004



Graphic: Gould Evans Associates

After the presentation was concluded, a general discussion on the Plan Elements and concepts provided attendees with the information required to establish consensus for continued refinement of the Plan. The consensus issues identified include:

CONSENSUS ISSUES

- 1) Develop park for local residents first, then visitors
- 2) Increase open space
- 3) Expand family/children activities
- 4) Protect historic structures
- 5) Improve gateways, linkages, wayfinding systems
- 6) Develop criteria for compatible uses within the park
- 7) Increase residential development to support park
- 8) Develop organizational structure and marketing plan to support area-wide implementation of plan
- 9) Provide convenient parking and transit service

Individual Stakeholder Meetings

In addition to the Stakeholder Workshop and Public Meeting, the third component of the Public Participation process consisted of approximately 50 meetings with individuals or organizations, to offer more in-depth information about the concept plan, and in turn, receive information from specific stakeholders, regarding future plans and development strategies. Individual meetings were held with the following organizations:

Alamo Area Chamber of Commerce	Magik Theatre
Corporate Clients of Roundtable	Parks and Recreation Advisory Board
Cultural Advisory Board	San Antonio Children's Museum
Convention & Visitors Bureau Commission	San Antonio Greater Chamber of Commerce
Downtown Advisory Board	San Antonio Conservation Society
Downtown Alliance	San Antonio Housing Authority
Downtown Residents Association	San Antonio Independent School District
General Services Administration	TEEX/Texas A&M University
Instituto de Mexico	Texas Department of Transportation
Universidad Nacional Autonoma de Mexico	University of Texas San Antonio/Institute of Texan Cultures
Infrastructure Agencies	VIA Metropolitan Transit
King William Neighborhood Association	Witte Museum
Lavaca Neighborhood Association	Women's Chamber of Commerce
La Villita tenants	

Community Vision

Using the consensus issues, and information gleaned from components of the Public Participation Process and the Concept Plan, the Community Vision for the future HemisFair Park area was developed into a Land Use and Transportation Plan to address specific areas within the Park site.

